

CHANNEL USERS GUIDE



Version 6_1_10

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Introduction

You must be a registered member of SchoolTube.com to create a free channel.

Members are allowed a free channel which is always private and not accessible to other users.

Approved moderators are allowed a free channel for their individual and classroom use only (this is part of SchoolTube's Terms and Conditions for use). The viewing options for a moderator channel can be set to private, organization or global.

The Premium or Branded Channel option is available to schools, districts and organizations on a paid subscription basis. This premium channel enables the channel owner to use the channel for school wide or district wide purposes as well as placing a banner image at the top of the page which can link out to a subscriber specified web address.

The Superchannel is another subscription based channels which offers more features than a Premium or Branded channel. The additional features include multiple hyperlinks from the banner area, the ability to stream live to the Superchannel page and also automatic insertion into the favorites section of the channel

A KEY component of setting up your channel is having a totally unique username.

For Premium, Branded and Superchannels, SchoolTube recommends that the channel name reference in some way or be related to the school, district or organization that purchased the channel subscription.

When you first create your account by clicking on the Signup link on SchoolTube, you find your school, district or organization and then you enter your information as seen in the adjacent illustration.

Please complete the following fields (all are required):

First Name*:	<input type="text"/>
Last Name*:	<input type="text"/>
Username*:	<input type="text"/>
Email Address*:	<input type="text"/> Please use your school email address
Birth year*:	<input type="text" value="1997"/>

This user name is your SchoolTube login, as well as part of the URL address of your channel (as in www2.schooltube.com/user/yourusername). Once you have successfully registered on SchoolTube, you are ready to create your channel.

To Create Your Channel, Log In to SchoolTube with your current username and password. If you need help logging in, click on the **HELP** button on the ST home page and then click on Login Help Link. Or visit the Contact Us page and click on login help

Preferences Page

Seen here is an example of the preferences page showing the various fields that require input from the channel owner.

This page is where you select the various options regarding placing your channel in a category or subcategory, who may view your channel, etc.

Refer back to this illustration as you read further in this guide.

PREFERENCES

Modify Your Preferences

Information

Username:

First Name*:

Last Name*:

☒ Send me the Video of the Day & Newsletter.

Password:

Confirm Password:

Email Address*:

Organization

Name: SchoolTube

Address: 12300 Old Tesson Road
Saint Louis, MO 63128

County: Saint Louis

Country: United States of America

Roles

SchoolTube Moderator

Channel Options [Channel How To Guide](#)

Status:
Only affects channel status

Category:

Sub-Category:

Show Favorite Videos:

Show My Videos:

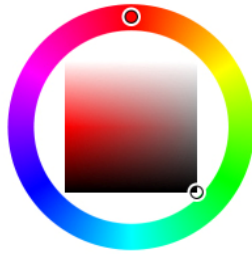
Show Comments:

Who Can Comment:

Update Background:

Delete Background*: ☐
* Do not check this if you are uploading a background.

Background Color:



Important Facts About Channels

- Free channels belong to the individual registered for that channel and are designated by SchoolTube for use by an individual or school classroom.
- Premium, Branded and Super channels belong to the purchasing individual, school, district, organization or company.
- Every channel has a primary contact or “owner” for that channel. This is the person whose email is in the account preferences page for that channel.
- There is a username and password for each channel. This should be used for login and upload of videos to that channel. Using this login is what causes an uploaded video to appear in the “*My Videos*” section.
- If a video is uploaded using any other login, the video may be added to the “*My Favorites*” section by viewing and use the “Favorite This Video” link that appears below all videos after logging in.
- An individual may be the owner of a free channel AND also be the owner for a premium channel. An example of this could be a broadcasting teacher who has a **free channel for classroom projects**. This same teacher could also be the owner /approved moderator of the school’s **premium channel for school/district wide use**.

Channel Terms and Conditions

Use of Channels: Free channels are intended solely for individual use, for members and approved moderators. Members are allowed a free, private channel only, and are non viewable by others. Approved Moderators are given a free channel that is for classroom or personal educational use only.

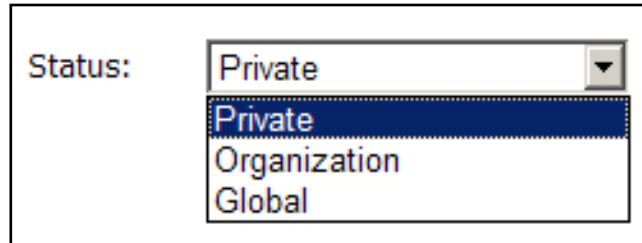
Any intention of using a channel for school, school district, organization, or company purposes should be done via the subscription based Premium channel (for schools and districts) or Branded Channel (for organizations).

PLEASE NOTE: Moderators are solely responsible for all content residing on their channels, SchoolTube does not accept responsibility for channel content. Approved Moderators who are found to be using a free channel for other than individual or classroom use, may be subject to revocation of moderator status by SchoolTube. Such revocation may be done at any time without notice and will result in a channel becoming private.

Setting Up Your Channel

Configure your channel on the Preferences page, by making selections under the section titled: “Channel Options”.

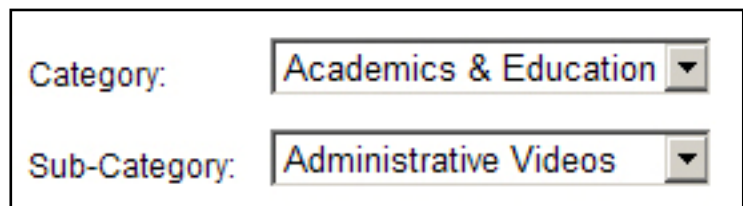
o **Status** – The status controls who can see your channel. If you are an approved moderator, you can choose between ‘Private’ (only you can see your channel), ‘Organization’ (only people from your school or organization can see your channel), or ‘Global’ (everyone can see your channel). If you are a member (students, non-teachers and others without moderator status), your status will always remain set to ‘Private’ and you will be the only one to view your channel.



A screenshot of a web form showing a dropdown menu for 'Status'. The label 'Status:' is to the left of the dropdown. The dropdown is open, showing three options: 'Private' (highlighted in blue), 'Organization', and 'Global'.

o **Category / Sub Category**

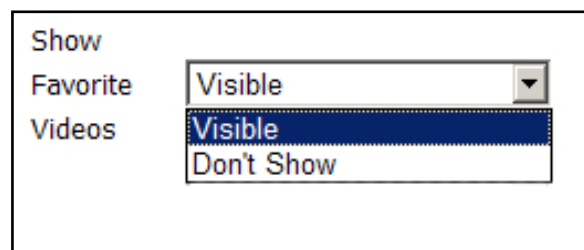
You may categorize your channel, just like you categorize the videos that you upload. Select the Category and/or Subcategory which best reflects the content of you channel.



A screenshot of a web form showing two dropdown menus. The first is labeled 'Category:' and has 'Academics & Education' selected. The second is labeled 'Sub-Category:' and has 'Administrative Videos' selected.

o **Show Favorites / Videos / Comments**

You can show or hide each of those boxes on your channel. For instance, if you do not want to see the videos you have uploaded, you can set ‘Show Videos’ to ‘Don’t Show’. If you want to show the videos you have selected as your favorites, set this option to “Show”.



A screenshot of a web form showing two dropdown menus. The first is labeled 'Show Favorite' and has 'Visible' selected. The second is labeled 'Videos' and has 'Visible' selected.

To select a video as favorite, login to SchoolTube, view the video that you like and click on the “Favorite this video” link below the video player (see screenshot on page 11).

o **Who Can Comment** – This option works much like the “Status” control shown earlier. It controls who can comment on your channel. The options match the status for commenting.

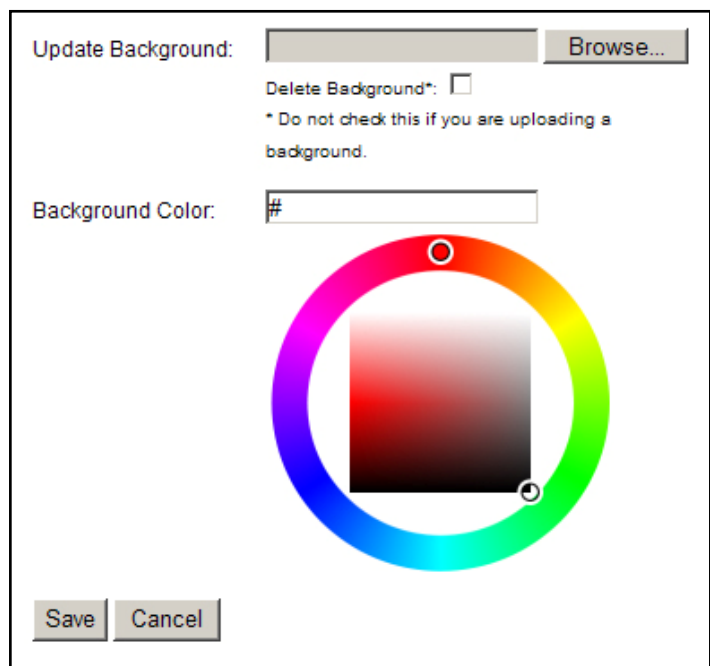


‘Private’ means only you can comment, ‘Organization’ means only people registered under your school or organization can comment, and ‘Global’ means everyone who is logged in can comment.

Please note: by enabling comments on your channel, you are accepting responsibility for monitoring the content frequently & deleting anything inappropriate.

NOTE: Comments ARE NOT moderated before going live.

o **Update Background** – If you would like a background image on your channel, you can select one here. If you want to remove an existing image, simply check the box without selecting a file.

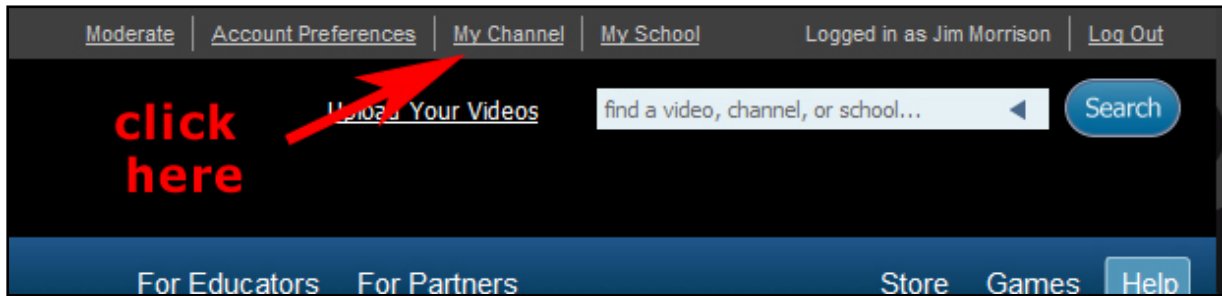


o **Background Color** – You may set the background color of your channel by typing in the HEX color code into the box or by using the color circle – both are seen here. If you do not know the color code, just click on the circle and use the color selector tool to help you choose a color.

Once you have set your options, click the “Save” button on the bottom left of the page. To reject the selections you have made and start over, click the “Cancel” button.

Accessing Your Channel:

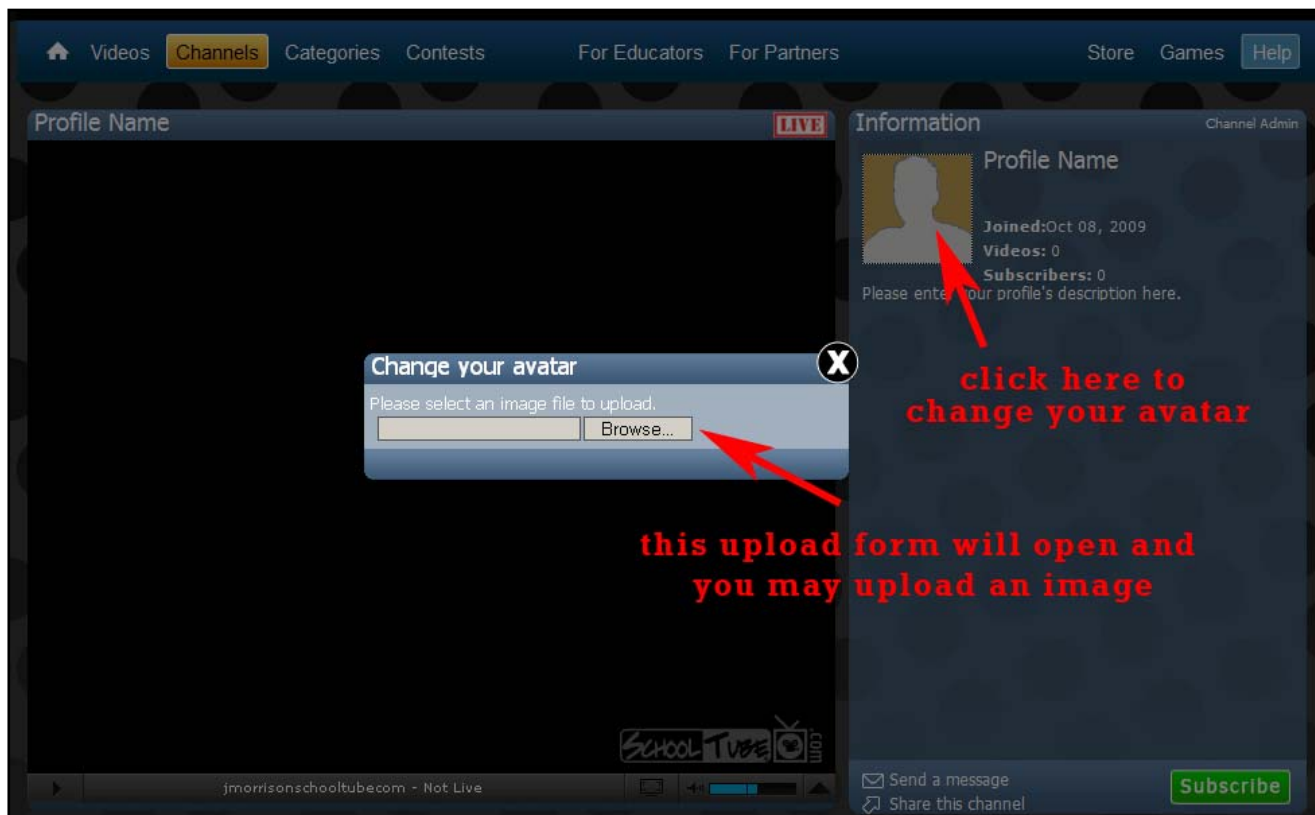
Log In and click the 'My Channel' link located at the top-right of the site



Customizing Your Channel:


Once you are on your channel page, you can customize it several ways.

To change the Avatar. Click on the avatar (the square icon at the top-left of the **Information** box). A pop up will appear with option to browse for an image. Click the browse button & select an image to continue. We recommend you upload an image that is at 100 X 100 pixels in size, with a square aspect ratio for best results.

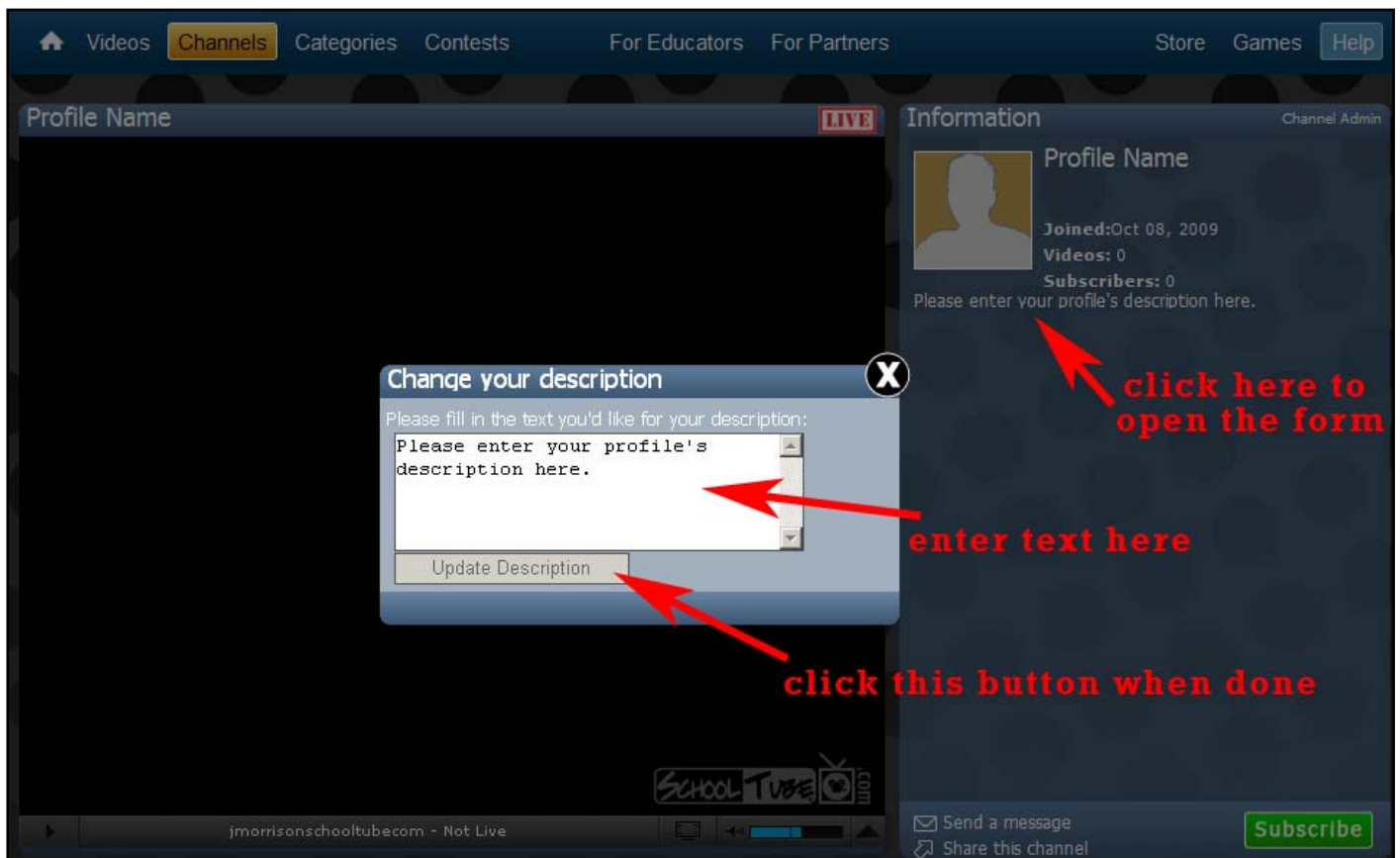


To enter or change your **CHANNEL NAME**, click the name area to the right of the avatar (it says **Profile Name** in the above illustration) and start typing.

Free channels may be named only after the classroom or individual, they should not be named after a school , district or organization

 **TIP:** choose your channel name carefully. It is one of the fields that get searched when someone does a search within the SchoolTube system. It will affect how easy it is for someone to find you channel.

To change the **description**, click the description area (below the rating information) and a text entry form will open. Start typing your channel information – when you are finished, click on “Update Description” to save your text. See the image below:



There are several Channel features available within the **Information** section of your channel page. Viewers may use these to contact your or subscribe to your channel.

To utilize any of these features a viewer must be registered and logged in.

The “Send a Message” link opens the dialogue box seen here. This is how visitors to your channel may send you a message. They simply fill it out and click on “Send Message” .

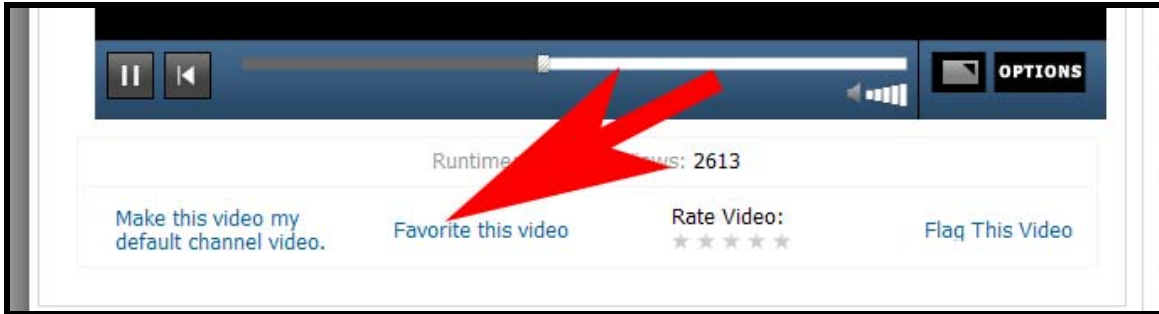
The “Share this page” link allows a visitor to send a link to this page to another person or groups of people. For multiple email addresses, they must be separated by a comma.

You must fill in the little “captcha” box to use this feature (this prevents abuse from "bots," or automated programs usually written to generate spam).

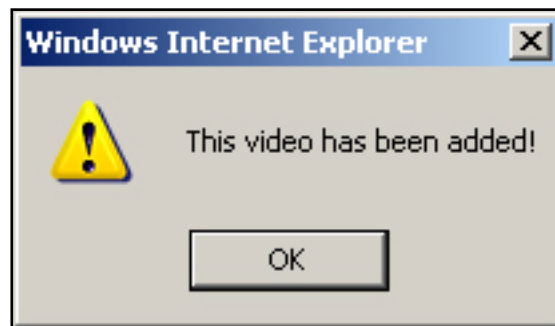
The “Subscribe” link allows others to be notified whenever you upload a new video.

Selecting and Removing a Video to the Favorites section of your channel

To add a video to Favorites, login to SchoolTube, find and view the video that you want and click on the “Favorite this video” link below the video player (seen here).



You will then see the following message to let you know this video was added to your favorites (click on ok).



To remove a video from your favorites section, login, go to your channel and look at your favorites videos. Find the video you wish to remove and click on the little minus sign.



Selecting or Changing Your Default Video:

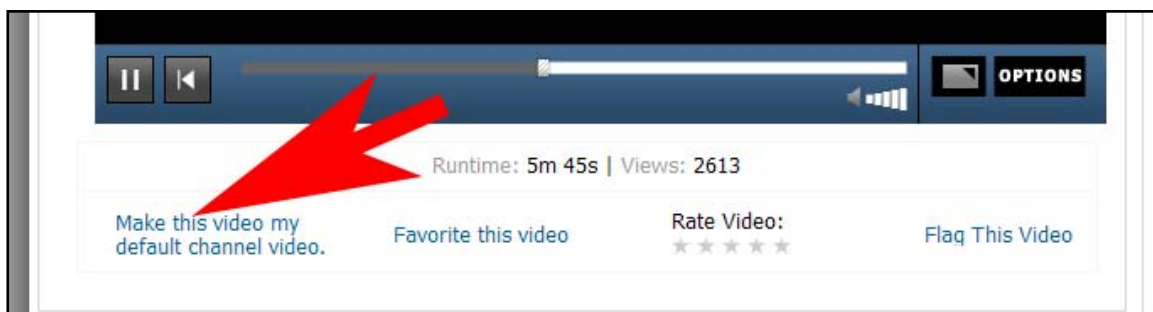
Log In to SchoolTube

The “Default Video” is the video which is seen in the large player on your channel page. Find a video you want to make your default video and watch it.



This is the
“default” video.

On the view video page, you will find several links below the video player as seen below. To set the video as your default video, click the **‘Make this video my default channel video’** link.



To replace your default video with a different one, simply find the new video you want, view it and click this link. It will take the place of the previous one.

Premium and Branded Channels

Subscription based *Premium Channels* are available for schools and districts.

Subscription based *Branded Channels* are avail to individuals, organizations and companies.

In addition to all the features contained in the free channel, the Premium and Branded channel have 2 ***prime*** features:

- 1) a banner area at the top which may contain a banner image that can reflect your school or district name, logo or other appearance effects.
- 2) one navigational hyperlinks to the channel owners or other websites

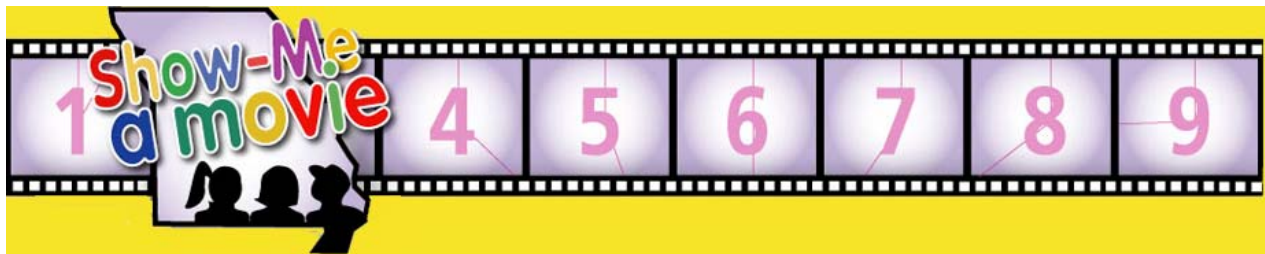
Banner Image for the Channel

You will have to submit the banner image and url to SchoolTube for provisioning. This can be done via your ST account manager, SchoolTube Help, or your online order confirmation.

When you purchase a channel subscription on SchoolTube, you may place a banner image on your channel, with one or more hyperlinks from it to other internet locations. The number of hyperlinks depends upon the subscription that you purchase: Premium & Branded channels get a single link and Superchannels can have multiple links out to other sites.

SchoolTube recommends that the banner dimensions be 950 pixels wide and 100 pixels high. Sizes other than this are permitted, but not recommended, because of how they appear on the page. The width is more critical than the length because the SchoolTube content on the page is 950 pixels wide. A banner that is wider or narrower than the 950 pixels does not look very good – it seems to not fit the page.

Below are some examples of Premium and Branded channel banners (they are not shown full size):



In the last example shown above, the banner is superimposed over the background color and appears to extend beyond the 100 pixels in height standard size. This gives the page a really unique and attractive appearance.

If you wish to purchase (or already have purchased) a Premium or Branded channel, SchoolTube strongly urges you to choose a username that reflects your school, district, organization or company. This name will be displayed in your url and cannot be changed without contacting SchoolTube.

This username must be unique – there is only one of each in the entire SchoolTube system and changing it after you have selected it requires SchoolTube intervention.

See the illustration on the next page to see what a fully configured premium or branded channel may look like.

The illustration on this page shows a **Branded channel** with all of the various sections labeled, to help you in deciding what you want to show on your branded channel.

Your Banner – contains a graphic of your choice and one hyper-links.

Default Video & Description & Avatar – add an image, select a video and add the text which describes what your organization or company is all about.

Favorites – add videos that you find in the SchoolTube system to this part of your channel.

Send A Message, Share the Channel & Subscribe – communicate with others through your channel page.

Videos – this is where the videos that you have uploaded will appear.

Comments – use this like a blog or enable comments by visitors to this channel.



The screenshot shows a SchoolTube channel page for 'ffa.org'. The page layout includes a top navigation bar with links like Home, Videos, Channels, Categories, Educators, Contests, Partners, Store, and Games. The main content area features a large video player showing a man speaking, with a description and a 'Subscribe' button. Below the video is a 'Favorites' section displaying a grid of video thumbnails with titles like 'Feast Or Famine - Al Abo...', 'Meet the Animals Videocon...', and 'Are Carbon Credits creati...'. The 'Videos' section shows a grid of video thumbnails with titles like 'Part 2: Mike Rowe speaks ...', 'FFA 09- Session 2 Part 2', and 'Andrew McCrea speaks at t...'. At the bottom, there is a 'Comments' section with a comment from 'JasonFFA' dated Nov 1st, 2009. Annotations with arrows point to various parts of the page: 'Your Banner' points to the top navigation bar; 'Default Video & Description & Avatar' points to the main video player; 'Favorites' points to the 'Favorites' section; 'Send A Message, Share the Channel & Subscribe' points to the 'Subscribe' button; 'Videos' points to the 'Videos' section; and 'Comments' points to the 'Comments' section.

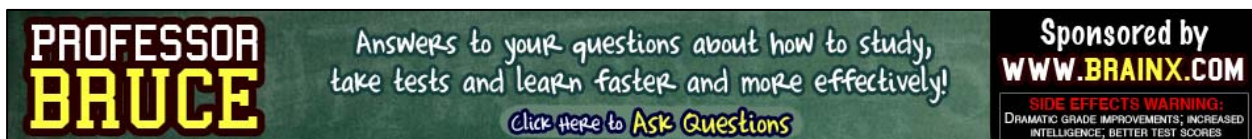
The SchoolTube Super Channel

This is an add-on feature set to a premium or branded channel. SchoolTube has combined several high level web 2.0 features to create what we have called the ‘Super Channel’. The SchoolTube Super Channel has all the features of a Premium / Branded Channel and the following value adds:

- Live streaming capability – stream to your channel page
- HD capability – upload and share you HD videos!
- Auto Favoriting – have video appear automatically in you channel based upon a unique tag word you provide to your uploaders
- Closed captioning
- Multiple hyperlinks from your banner image

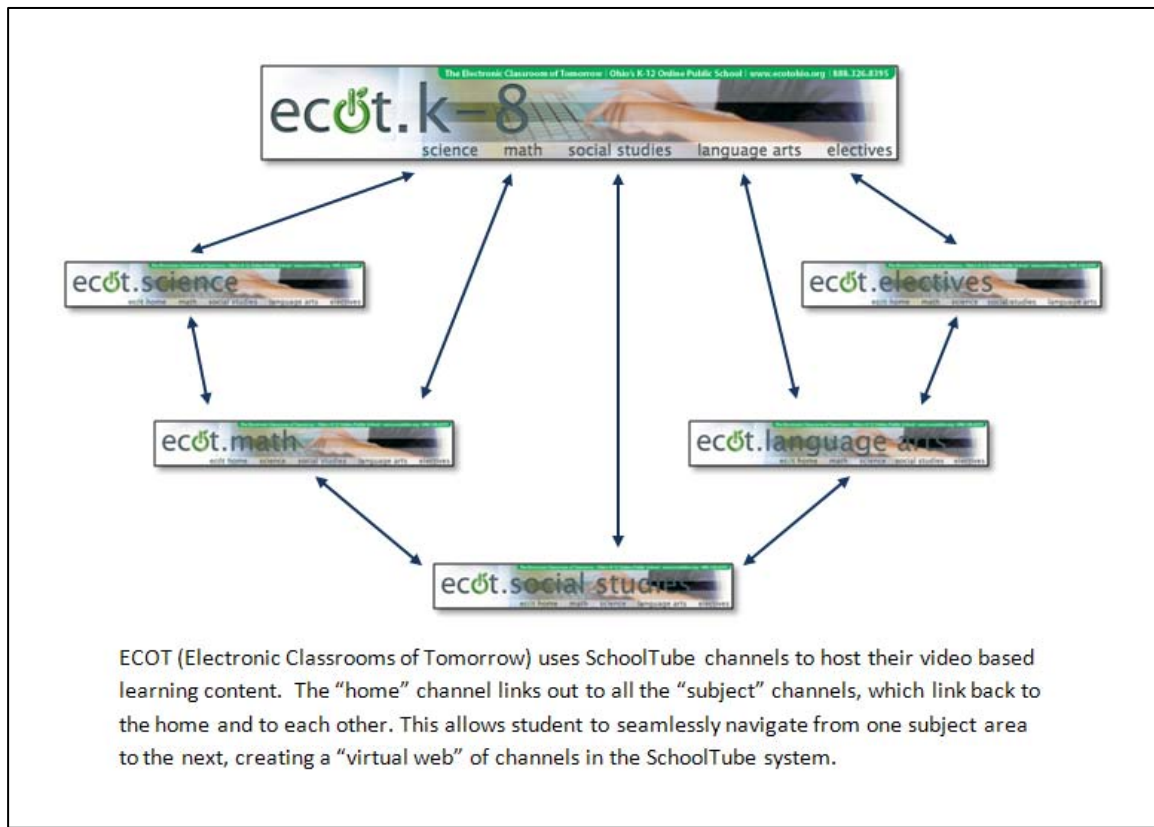
Superchannel Banners

For Superchannel subscribers, there may be multiple links from the banner area, the banner is image mapped and different sections of the image may link out to other websites: This example has two links, one in the lower center of the page and one on the right side, which are aligned with text on the page.



Another example of multiple links from a banner area is ECOT, the Electronic Classroom of Tomorrow from Ohio. Each of the subject links seen in the banner below connects to another channel and there is also a link from the green area at the top to the ECOT home page. This is an example of a banner taller than 100 pixels.





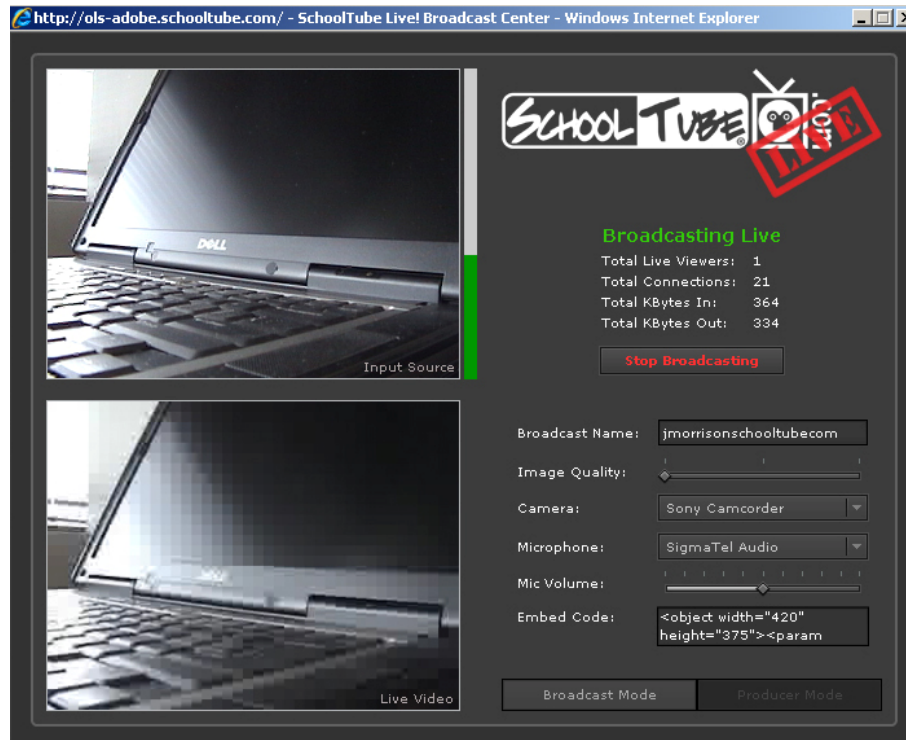
If there are so many links that using text on the page isn't practical, a "dropdown" can be created to link channels together. An example of the Matteson SD 162 channels is seen below. This Superchannel is for the district and by clicking on the dropdown, a list of the premium channels (one for each school) can be seen and the viewer can navigate to the school premium channels by clicking on a name.



For more information about the banner images, please contact your account manager, who can help you or will refer you to someone at SchoolTube who will assist you.

Live Streaming

You can stream to your channel from anywhere you have a good internet connection via such programs as Visual Communicator, Flash Media Live Encoder v3 (free from Adobe) or with the SchoolTube streaming panel (seen below). For more information consult the SchoolTube live streaming guide.



High Definition Videos

SchoolTube has the ability to accept the upload of high definition videos (720 or 1080 types) from user who have purchased this option. When HD encoding is enabled, all videos are encoded as SD and HD, each video is streamed SD by default, but a viewer can receive it in HD by clicking on the HD icon (seen at right). SchoolTube then serves up as full 720p HD. The 10180 HD files are down converted to 720P for viewing.





Automatic Favoriting of Videos

A video may appear in a channel via one of three ways:

- Uploaded by the channel “owner”, it appears on channel under “Videos”.
- Added by using the “Favorite this Video” link when viewed by **channel owner** – it appears in the “Favorites” section.
- Added by the “Make this my Default Video” link by the **channel owner** – it appears as the large video at the top of the channel page, next to the description.

The one thing that all these have in common is that the action must be done by the ***channel owner*** – *since it is their channel, they control it.*

SchoolTube has created the ability to have videos automatically appear in a channel based upon a unique tag that a channel owner may select and distribute to uploaders.

Once the channel owner confirms with SchoolTube that the proposed tag is unique, SchoolTube provisions that service.

The channel owner then must inform prospective uploaders what this unique tag word is so that they may use it when uploading.

Any video uploaded that contains the unique word in the “Tags” section of the upload information will appear in the target channel automatically, once it is approved by a moderator. This feature is only available to Super Channel subscribers.

Multiple Navigational Hyperlinks

As part of the Super channel upgrade (available only in the Super Channel) subscribers are allowed multiple hyperlinks from their banner. These hyperlinks can link out to other channels in SchoolTube or to other websites. The multiple navigational hyperlinks were shown previously in the SuperChannel banners section.